

BEFORE
THE PUBLIC SERVICE COMMISSION OF
SOUTH CAROLINA
DOCKET NO. 98-401-C- - ORDER NO. 1999-76
FEBRUARY 1, 1999

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| IN RE: Investigation of the Technology used in |) | ORDER |
| Providing the Talking Yellow Pages as |) | CLOSING |
| Operated by BellSouth Advertising and |) | DOCKET |
| Publishing Company (BAPCO). |) | |

This matter comes before the Public Service Commission of South Carolina (the Commission) on the request of BellSouth Telecommunications, Inc. (BellSouth) and BellSouth Advertising and Publishing Company (BAPCO) to close the instant Docket. A letter in opposition has been filed by the Intervenor, VoiceMagic, Inc. (VoiceMagic).

The genesis of this Docket was certain language that appeared in our Order No. 98-490, wherein we expressed our concern about the "Talking Yellow Pages," a feature that was demonstrated during the course of a telecommunications complaint hearing. We stated that this feature appeared to allow the avoidance of toll charges through its direct connect feature. We thereafter established an investigation into this matter, that resulted in this Docket.

Subsequently, BAPCO, according to the affidavit of BellSouth employee Les Addis, took steps to disconnect the direct connect feature of certain advertisers to its Real Consumer Tips service, i.e. the Talking Yellow Pages. Those disconnected allowed the placement of what would normally be toll calls without toll. Accordingly, BellSouth and

BAPCO assert that the Commission's concern has been alleviated, and that the Docket should be closed.

VoiceMagic, the Intervenor in the case, filed an objection to closing the Docket, alleging that BAPCO was reselling local telephone service, among other things. We note that the resale of local service is not the subject of the instant Docket, therefore, this may not serve as a reasonable ground to oppose the closing of this Docket. However, if VoiceMagic believes that an improper resale of local service is occurring, then it may avail itself of the Commission's complaint procedures separately.


We hold that the request of BellSouth and BAPCO to close this Docket should be granted, since our concerns about the Talking Yellow Pages have been eliminated.

This Order shall remain in full force and effect until further Order of the Commission.

BY ORDER OF THE COMMISSION:


Chairman

ATTEST:


Executive Director

(SEAL)